



POISED TO DELIVER

Parker, AZ Expansion Transforms Facility into Key Transload Site for Regional Bulk Distribution

By Gail Jones Hansen



Elevated view of Superior's Parker, AZ terminal, taken from our new 16,000-square-foot warehouse.

With its new rail spur and warehousing capabilities, Superior Carriers' Parker, AZ terminal now has significantly broadened the services and opportunities it offers customers for strategic logistics planning.

Sited in a logistically superb location only two miles from the California border -- yet protected from that state's very challenging regulatory environment -- this busy transloading facility was ripe for last summer's extension of its track and land lease with the Arizona and California Railroad (ARCZ), a RailAmerica company. Since 2001, Superior has provided bulk transloading and trucking services from this site, and the new lease extension assures continuation for a long term. The improvements began mid-summer, and by the end of October the facility boasted a new rail spur increasing capacity to 26 railcar spots, as well as a 12,000-square-foot office and warehouse capable of storing both drummed and bagged product. Parker's attractive six-acre location can even accommodate an enlarged tank farm.

Couple all this with one of Superior's most responsive, customer-oriented service teams, and you've got a formula for logistics success -- one that brings together all critical elements for efficient, economical distribution of liquid and dry bulk commodities, both hazardous and nonhazardous.

The amenity-rich site is fenced and lighted with controlled access and includes a certified truck scale. Car spots have access to steam heat, dried and filtered compressed air, power, and nitrogen service. The facility comes under both our American Chemistry Council (ACC) Responsible Care® Management System (RCMS) and ISO 9001-2008 annual certifications.

Southwest Region VP Steve Lowman credits Terminal Manager Paul Wheatley and his team for creating a customer environment that has made the new developments feasible. "It's the reputation for excellent customer service that has provided the new business opportunities allowing us to go from a three-room office trailer to this great facility," he commented.

Lowman expresses his deep appreciation to the "tremendous people" at the Arizona and California Railroad who enabled Superior to continue to serve its customers during the construction phase. "General Manager Tanya Cecil and Transportation Manager Kevin Smith have exemplified the true spirit of teamwork with their work at Parker," he stated. "I also thank our many dedicated Superior Carriers personnel for their extra efforts during this transition."

Continued on page 2

POISED TO DELIVER *Continued from page 1*



Parker Terminal Manager Paul Wheatley cuts the ribbon on a new rail spur. Left to right: Southwest Region VP Steve Lowman, Arizona and California Railroad (ARZC) Transportation Manager Kevin Smith, Wheatley, ARZC General Manager Tanya Cecil, and Parker Operations Supervisor Wil Nichols

Wheatley, who established the site in 1993 and has spearheaded Parker's growth over the subsequent years, is pleased to witness the recent improvements. "This expansion of the Parker facility is evidence of Superior Carriers' commitment to excellence that allows us to reach our full potential," he said.

Superior Carriers President Brian Nowak notes that the Parker team has for many years provided exceptional service to customers, often at the expense of interrupting personal time off on weekends and holidays. "It is especially gratifying to see them finally operate out of a facility deserving of their dedication to first class service with a smile," he stated. "While it represents the end of a three-year struggle to put in place all the pieces for expansion, it is only the beginning of the next stage of top-notch West Coast distribution options for our customers."

An early advocate of Parker's expansion, SBL's Senior VP & Chief Marketing Officer Gary Watt observed: "We're excited about the strategic planning opportunities these improvements present to our customers. Parker's geographical position on the Arizona side of the state's border with California is ideal for shippers wishing to serve their West Coast customers without the restrictive regulations of California."

CLOSE ENCOUNTERS OF THE WILD KIND

When inspecting the vacated offices of their newly leased building in Parker, AZ, Terminal Manager Paul Wheatley and Southwest Region VP Steve Lowman expected to stumble upon a few dust bunnies. They were unprepared, however, for the considerably wilder fauna they actually encountered.

First were the black widow spiders, which while daunting, were fortunately identified before diminishing the local workforce, and sent to early graves after three visits from the exterminator. On a follow-up trip to the facility, however, Wheatley and Lowman discovered another shocker: a menacing 4-foot rattler taking up residence in a main hallway.

After narrowly avoiding stepping on the intruder, Wheatley thought fast and announced the strategy. "What you do with a rattler," he informed the dubious Lowman, "is spray him with wasp spray. Then when he's confused and rolled up into a ball, you whack him with a shovel."

After a slight difference of opinion about who should go to Home Depot to purchase the wasp spray, Lowman drew the short straw and babysat the rattler while Wheatley retrieved the weapons of choice. Half an hour later, the reptile was duly sprayed (from a distance of 20 feet) and chased down the hallway. When the rattler finally coiled in a corner, he was safely struck with a shovel at close range, and the deed was done.

Later, when informing the landlord about these hair-raising encounters, Gary Watt, Sr. VP and Chief Marketing Officer, said: "I didn't realize we would have to evict squatters from our building"



Intruder in the Dust . . . a rattler is discovered at our newly leased facility in Parker, AZ!

EBERT RETIRES AS DIRECTOR OF MAINTENANCE



**Retiring
Director of Maintenance
Bill Ebert**

For the last 17 years as Director of Maintenance, Bill Ebert has provided Superior with astute, informed leadership gleaned from four decades of experience in the industry. As Bill approaches his retirement on January 1st, we thank him for sharing with our company his expertise in what is arguably one of the most critical functions in any logistics company.

“Superior is the best company I have ever worked for, and I’ve greatly enjoyed my time here,” Bill remarked. “I’ve been in this business all my life and I would not have had it any other way.”

Bill’s early interest in aviation -- he is a pilot and certified aircraft mechanic -- led him to pursue a career in transportation maintenance. He was working for Grace Transportation when Superior acquired the company in November 1995 and named him Director of Maintenance.

Within the next few years, Bill and his wife Cathy plan to move to Tucson, AZ to enjoy their many outside interests in their retirement years. Superior Bulk Logistics extends heartfelt thanks to Bill for his many years of dedication, and we wish he and Cathy much happiness for the future.

DEPARTMENT RESTRUCTURES WITH SHAFER AT HELM

The planned January 2012 retirement of longtime Director of Maintenance Bill Ebert gave Superior Carriers President Brian Nowak an opportunity to -- in his words -- “re-evaluate what functions are needed in this critical area, and where.” Focusing on how to improve communications with operations personnel, better serve drivers, and save cost, Nowak reorganized the department, bringing maintenance and tank cleaning functions under one reporting structure. Effective January 1, heading the newly consolidated Maintenance and Tank Cleaning Department will be veteran Superior Carriers executive Ken Shafer, currently serving as Manager of Product Identification and Tank Cleaning.

Other departmental changes include consolidating all warranty information; equipment sales; transloading, terminal facility and ancillary equipment tracking; and new technology equipment reporting to a newly created Equipment Manager position. “Further, each operating region will have a Regional Fleet Manager to assist managers and shop personnel on our new TMT computer software, plus facilitate communication between vendors, shops and the corporate office,” Nowak remarked. “The Fleet Manager position also will give terminal managers and shop supervisors the help they need to conduct business efficiently while providing our drivers with consistent, timely information on repair status and other equipment issues.”

Stating that he was pleased to be able to promote from within the company, Nowak has implemented the following organizational changes effective January 1 for Superior Carriers personnel:

Director of Maintenance and Tank Cleaning -- Ken Shafer
Equipment Manager -- Steve Weaver
Trailer Shop Supervisor -- John Frame
Maintenance Clerk -- Sandra Clemens
Regional Fleet Managers: Central -- Charles (Smitty) Smith
Eastern -- Mike Austin
Southeast -- Dave Shisler
Southwest -- Marcos Gonzalez

At Carry Transit, Fleet Manager Phil Bonnes will continue in his current position.

Shafer anticipates encountering numerous changes as a result of the new reporting structure. “There will be more people in the field with their eyes on the equipment. We also will oversee the specification and purchase of rail siding equipment, a growing segment of our business where more standardization is needed. The department also will manage ongoing functions such as implementing our fleet plan, which involves replacing 125 tractors in early 2012,” he stated.

Shafer has had a long career in the transportation industry, beginning in 1982 with Grace Distribution in Watseka, IL. From 1982 to 1995 he worked for Grace in various locations through a series of promotions from Mechanic to Shop Foreman to Regional Maintenance Manager in Greenville, SC. With the Grace acquisition, he remained in Greenville to serve Superior from 1995-1997. Shafer worked as Fleet Manager for Superior in Kankakee, IL from 1997-2009 before assuming his current position. He also served as 2007-2008 Chairman of the NTTC Tank Cleaning and Environmental Council.



**Ken Shafer - Director
Maintenance & Tank Cleaning
Department**

REINCARNATION AT MARKHAM, IL

It's been said there is no education like adversity. If that's true, then honorary doctorates should be awarded to the resilient Markham, IL terminal team, who this past year turned the devastation wrought by a severe October 2010 storm into an opportunity for growth and renewal.

A year after the northern Illinois terminal was hit by the record-setting windstorm, the facility is nearing completion of a massive renovation affecting most areas of the physical plant and including a new, industry-leading tank wash system.

Regional Operations Manager Jim Carl stated: "Over the past year we have conducted operations around many obstacles: damaged roofs, electrical problems, onsite construction crews, and the chaos caused by the complete overhaul of the tank wash. Working both ends -- the building renovation and wash system improvements -- proved to be quite the task, but our people prevailed with some fantastic results."



Record-setting windstorm damaged the roof at the Markham, IL terminal.



Team effort triumphs at Markham, IL tank wash renovation.

Remarkably, during the tear-down and replacement of the tank wash, the Markham Terminal operated with no lost time to personnel and less than three days lost production time, the latter due to electrical system updates. Total tanks cleaned during this period (November 1, 2010 through November 1, 2011) numbered just shy of 3,500, even as the loads dispatched through the terminal approached 7,000.

Clearly, the original vision of Midwest Region VP Paul Foltz to minimize downtime, and to have tank cleaners and construction workers work safely side by side, contributed to a systemwide belief that such a big project could be completed with minimal disruption to operations. Carl thanked all involved for making this leap of faith and backing it up with hard work, especially Karns City Terminal Manager Wendell Campbell and Central Region Fleet Manager Charles "Smitty" Smith, who managed the entire wash rack renovation project.

According to Carl, Wendell and Smitty designed the innovative five-compartment system, transported it from the High Point, NC shop, and supervised its piece-by-piece assembly at the Markham terminal. "Under their direction, we replaced all water and steam pipes with stainless steel, converted the electric to support the power demands of the new equipment, installed two air compressors with a high-tech desiccant drying system as well as three new independent wash bay air drying systems with HEPA filters," Carl commented. "Our objective was to eliminate microbial growth in stainless steel tanks and generate enough water pressure to deep clean hard-to-remove surfactants and fatty acids. Basically, the system removes all the humidity from the tank, and it's a very, very dry and totally secured unit we deliver to customers."

Other improvements at Markham included the installation of two new seamless wash bay floors with 150' stainless steel drains, the replacement of the wash and maintenance bay roofs (adding five "green" skylights to conserve energy) and the installation of four new super-insulated wash bay doors.

Carl credited Shop Foreman John Frame and his staff at the High Point tank shop for providing quality on-demand stainless steel drains and vats for the new wash system. "Kankakee offered Shop Foreman Mike Alberts' craftsmanship, and from the Clare, OH facility we were fortunate to have loader Dave Abney assist in all facets of the reconstruction," he commented. "Markham's own Tony "Tugboat" Anderson found out he was qualified to do everything! And we also thank Chicagoland Dispatch -- Jeff O'Dell, Dustin Duncan and Rob Hille -- who handled everything we threw their way, and despite the turmoil still managed to grow our business. Quite a feat with limited resources!"

"It was an all-out team effort to pull this off," observed Paul Foltz. "It took tremendous cooperation from so many people to make this as seamless as it has happened. I thank everyone for achieving such a great result."

SUPERIOR PARTICIPATES IN ASHLAND SAFETY DAY

Superior Carriers' contribution to Safety Day at Ashland Water Technologies was a success on many levels, and reinforced what High Point, NC Terminal Manager Mac Stanley calls "just a great relationship between shipper and carrier."

The October 13th event, intriguingly themed "Fire Up for Safety -- Don't Be an Ash," featured a full agenda of safety demonstrations, training and lectures. These included emergency response drills, spill kit training, a Fire Department demonstration, "Safety Jeopardy," and a presentation from Superior Carriers VP Training & Development Jack McPeck and Manager Training & Development Robert Shivar.

"Jack and Robert did a great job discussing SBL's Training and Development Center, using a slide presentation as well as training aids showing the workings of valves, vents and other tank components," commented Stanley.

An afternoon show-and-tell featured a tractor and tank demonstration from Superior Carriers loader Jim Wells, who works onsite at Ashland's Greensboro, NC plant. His practical, hands-on explanations familiarized participants with the proper use of tools on new Superior Carriers equipment.

Attendees had the opportunity to meet Paul Raymond, President of Ashland Water Technologies, and to interact with the company's new Greensboro plant manager and Global Safety Council Chair Rod Bolton, who gave a morning presentation. Productive conversations with the Greensboro Fire Department and Hazmat Team rounded out the informative sessions.

The day following the event, Ashland Materials Manager Danny Owen wrote to Superior:

"We want to thank you for participating in our first annual Safety Day. You guys played a big part in the success of our event and we really appreciate all you do for us. Your display has been getting a ton of compliments and we all enjoyed climbing in that new tractor . . . As we continue to grow our business, your dedication and service will continue to be a big part of our high quality customer service."

Superior Carriers thanks Ashland for the opportunity to support them in their logistics objectives and to further our mutual goal of increased safety.



Aurora Terminal Mechanic Joseph Huffman

OUTSTANDING EMPLOYEE PROFILE: AURORA'S JOSEPH HUFFMAN

by Johnny Williams, Eastern Region VP

Mechanic Joseph Huffman has joined our Aurora, NC team, and I'm pleased to report that he has hit the ground running and is doing an outstanding job for us.

Terminal Manager Larry Oetter recently sent a welcome notice to Superior Carriers personnel about Joe, commenting: "Joe comes to us from a service center that specializes in engine, transmission, clutch and compressor repairs. He has attended a variety of factory schools for training in service and repairs. I am most impressed not only with the skills he brings with him, but his attitude and self-start that he presents to other employees."

Joseph and his wife Charidy have one daughter, and currently live in New Bern, NC. From everyone at Superior Bulk Logistics, we extend a warm welcome to Joe and his family!

TRUCK RODEOS GO VIRAL IN SOUTHEAST REGION

Characterized by a contagious spirit of friendly competition, truck rodeos are catching on bigtime in Superior's Southeast Region.

Over the span of six weeks this fall, four regional truck rodeos brought together hundreds of Superior Carriers drivers, dispatchers, mechanics, tank washers, staffers and their families for cookouts, camaraderie, and driving competitions. On September 17th, the Savannah, GA terminal held its first rodeo; the next weekend Greer, SC followed suit with its second such event. On October 1st, our first truck rodeo was held at the High Point, NC terminal, and on November 5th, the Augusta, GA location hosted its second annual competition.

Southeast Region VP Rusty Davis, who attended all events, credits their success to the many enthusiastic participants, dedicated terminal managers, and volunteers, especially VP Training & Development Jack McPeck and Manager Training & Development Robert Shivar. "Jack and Robert inject a lot of fun into these rodeos," he commented. "They rounded up many participants and their families, and worked tirelessly on set-up and event planning. As a result, the word has spread. Drivers hear about other terminals' rodeos and ask when they will have their own. It's such a great opportunity for the families to meet and socialize. As my wife said after the High Point rodeo, it seemed as if everyone had a great time and was there because they wanted to be, not because of any obligation."

Competitive driving events include written tests, pre-trip inspections, and forward and backing maneuvers. "These are low-key competitions, with everyone cheering everyone else on, but don't kid yourself -- each competitor knows who he or she really wants to beat," observed Davis. "And as more and more employees' relatives attend, including extended family, most rodeos are incorporating kids' mini-competitions and amusements, which add to the overall fun."

THE ONES TO BEAT IN 2012?

Check Out These Proud Truck Rodeo Winners . . .



Savannah, GA first place winner Robert Frame with his family.



Augusta, GA first place winner Rob Coddington with Terminal Manager Tracey Mellott.



High Point, NC Rodeo first place winner Walt Brady (right) with Terminal Manager Mac Stanley.



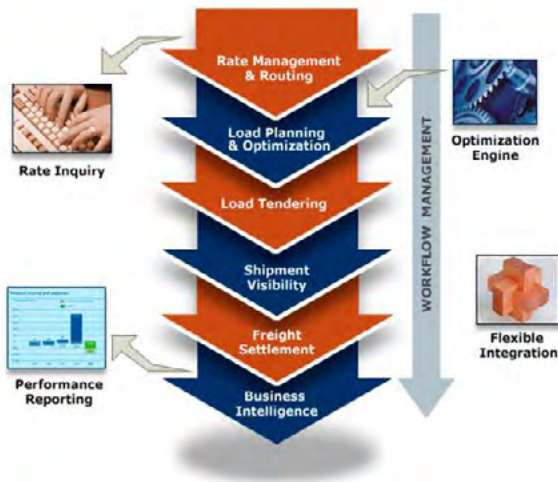
Greer, SC Rodeo first place winner Walter Johnson (left) with Terminal Manager Phil Henderson.



SUPERIOR & CARRY SHIPPERS ENTHUSIASTIC ABOUT VISISHIP TMS

By Joe Nolan

VisiShip TMS Functionality



Driven by growing capacity concerns, reduced staffing, stringent fiscal management, stronger competition and a generally difficult operating environment, many shippers in 2011 sought innovative solutions to mitigate transportation challenges facing their business. Those solutions needed to support the current and future business environment, be expeditiously implemented, and be able to quickly produce measurable results.

Responding to those needs, Superior Bulk Logistics has successfully continued its initiative to help shippers leverage the benefits of the on-demand Visiship Transportation Management System (TMS). To date, SBL shippers exposed to the benefits of Visiship through presentations and demonstrations have embraced its functionality and value proposition.

Visiship's rate, routing and carrier management functions address the issue of capacity by providing a platform to support a larger carrier base and manage all of the associated rate data

and transportation management tasks. The visibility provided by the system enables collaboration across the supply chain, leading to better planning and optimization.

Because Visiship's web-based technology requires no large capital investment or software to install or maintain, it produces a high return on investment through direct freight cost savings, better spend control and increased productivity across the enterprise. It addresses concerns about reduced staffing by automating manual functions, while its reporting engine provides analysis to facilitate transportation operations and support informed decision-making. Shippers also have benefitted from advanced communications, improved customer service and comprehensive decision support tools.

Along with its ease of implementation, Visiship is "integration neutral;" SBL has experienced successful integrations with different ERP systems including SAP, Navision, Great Plains and Oracle. A recent integration and implementation with an SAP-based ERP was successfully accomplished in less than 20 business days, making it possible to begin providing system benefits quickly.

Shippers who compared other Transportation Management Systems to Visiship found the latter more "intuitive" and easier to navigate. Because it uses standard industry terminology and follows logical shipment cycle process flows, Visiship is very user friendly, an attribute clients have noted during demonstrations. (At least one senior supply chain executive commented that even he could use the system!) Shippers also find Visiship's value proposition, in terms of functionality, implementation and operating costs, to be generally superior to other Transportation Management Systems.

Additional development work has added bid functionality to the Visiship system, enabling shippers to put loads out for bid and tender them to carriers who bid successfully.

Through our interaction with small and large shippers of varying needs we have found that most, if not all, can benefit significantly from the use of Visiship. As the need for greater supply chain visibility, transportation spend control and performance metrics grows, more companies may be driven to implement this cost-effective solution, and we anticipate strong growth in the future.

YOUR SAFETY IS TOP PRIORITY!

Driving in Extreme Weather Conditions

By Randy Vaughn

Weather is unpredictable, and as a tank truck driver, hazardous conditions can make your job much more dangerous. Even seasoned drivers occasionally need a refresher on how to handle severe weather. Please take five minutes now to review these precautions so that you can remain safe on the road!

Rain, Thunderstorms and Tornadoes

- Turn on your headlights, wipers and defroster to increase visibility.
- Drive in the tracks of the vehicle ahead of you and reduce your speed.
- Allow increased space between your vehicle and others to allow extra time to stop.
- If you begin to hydroplane, hold the steering wheel straight and remove your foot from the gas pedal.
- If you are caught in a thunderstorm, pull off the road in an open area and away from trees to avoid a lightning strike.
- If you are driving in a tornado, get out of your vehicle and find shelter. If there is not a building nearby, lie in a ditch and place your arms over your head.

Winter Weather

- Always remove ice and snow from your windows, hood and headlights before departing.
- Drive with extreme caution and at slow speeds. Hazardous driving conditions require 3 to 12 times the amount of stopping distance than normal driving conditions.
- Avoid bridges and overpasses since they freeze first. (This is not always possible when transporting tankers.)
- Do not brake quickly, as you may spin out of control.
- If you get stuck, straighten your steering wheel and accelerate at a slow pace to get moving again.

Fog

- Slow down before you reach a patch of fog in front of you.
- Use only your low beams or fog lights, and turn on your defroster and windshield wipers to increase visibility.
- If the fog is extremely thick, roll down your windows to hear other vehicles around you.
- If you cannot see the road's edge, pull off on the right and put on your emergency flashers. Do not start driving again until you can see.

SAFETY MATTERS!

Meeting a delivery time is important, but your safety is even more critical. If weather conditions become too severe to drive, please make the wise decision and wait until it is safe to resume driving.

**No matter the price,
no matter how new,
the best safety device in the vehicle is you!**

4 YOUR BENEFIT

DRUG AND ALCOHOL TESTING PROGRAM EXPANDS

SBL'S current Drug and Alcohol Random Testing Program for drivers, mechanics and tank washers ensures that these employees are drug and alcohol free while performing their duties and responsibilities. To date, however, our staff personnel have not participated in the program, which hinders our goal of being a drug-and-alcohol-free workplace for all SBL employees.

To make the program universal throughout Superior Bulk Logistics, we will add staff employees to the program effective January 1, 2012. As of that date, all employees regardless of title or position will be subject to random testing at any time. DSI Medical Services, which administers the existing program, maintains one selection pool for employees holding a Commercial Driver's License (CDL), which complies with U.S. Department of Transportation Drug and Alcohol Testing Protocols. They will maintain a separate selection pool for all other employees, and will supply the appropriate chain of custody forms to the clinic conducting the tests.

Should your name be selected, your supervisor will notify you that you have two hours to report to our designated clinic in your area to have the appropriate tests performed at no cost to you. You will be compensated for your time in taking this test.

The new Random Drug and Alcohol Testing (Non-DOT) policy was sent to all the terminals on October 7, followed by a PDF copy on October 10, 2011. Please put this new policy in your Employee Handbook.

HEALTH INSURANCE PLAN CHANGES

Under the Patient Protection and Affordable Care Act (also known as healthcare reform), the Superior Bulk Logistics Inc. and Affiliates Health and Dental Plan is considered to be "grandfathered." In other words, while our Plan must comply with the coverages mandated by this law, we may do so gradually on a predetermined time schedule. This means two things: first, that we are able to preserve certain basic health coverage that was already in effect when healthcare reform was enacted; and second, that your plan may not immediately include certain consumer protections of the Affordable Care Act that apply to other, newer plans.

The following list identifies changes (primarily "upgrades") in your plan mandated by the Affordable Care Act, and which have been effective since July 2011:

- No lifetime limits on benefits.
- Removal of \$150 cap on wellness care for member and spouse; claims will be subject to deductible and co-insurance and processed like any other medical claim.
- An employee's children up to 26 years of age are eligible to be on parents' insurance, whether or not they are full-time students or tax dependents of the employee. Restrictions: Does not apply to spouse of child, nor to the child's child(ren); does not extend eligibility if the child is eligible for coverage under his/her employer's plan; coverage ends the last day of the birthday month dependent reaches age 26. "Child" means biological child, step-child, adopted child, or foster child. Does not apply to employee's grandchildren, custody arrangements or children of domestic partner.

Note: To add your "older" dependent child(ren) up to age 26, submit your completed Blue Cross Blue Shield enrollment form along with a copy of the dependent child(ren)'s government-issued proof of age document (driver's license, State ID, passport, birth certificate) to Angelique Mercado, HR Assistant, in Oak Brook, Illinois, during Open Enrollment through December 23, 2011. Enrollment forms are available at all terminals. Coverage will be effective January 1, 2012.

Questions about which protections apply and which protections do not apply to a grandfathered health plan, and what might cause a plan to change from grandfathered status, can be directed to the plan administrator or Human Resources at 800-654-7707. You may also contact the Employee Benefits Security Administration, U.S. Department of Labor at 1-866-444-3272 or <http://www.dol.gov/ebsa/healthreform>.

ANNUAL REMINDER: OPEN ENROLLMENT THROUGH DECEMBER 23, 2011

December is Open Enrollment Month for your group health plan, which means that you may add or delete coverage for you or your dependents without having a “special event” in your life. December is also the month to submit your 401(k) contribution changes. Please ask your terminal for forms to make either of these changes, which will become effective January 1, 2012.

Are your designated beneficiaries up to date for your life insurance and 401(k) plan? Take a few minutes to review your benefits.

Please do not hesitate to contact

Yarka Sena or Angelique Mercado at 800-654-7707

or

ysena@superior-carriers.com or amercado@superior-carriers.com.

MEARS APPOINTED TO NEW EHS&S POSITION

We are pleased to announce that Mary Mears, former Human Resources Department assistant, has accepted a newly created position as EHS&S Analyst, based in the Oak Brook corporate office. Serving as liaison between terminal managers and the EHS&S Department, Mary will facilitate the Superior Bulk Logistics driver recruitment program, and analyze transportation data including accident/incident information. She also will be responsible for covering absences and balancing the workload in the ISO, Quality and Insurance Departments.

“We welcome Mary to the EHS&S Department, and look forward to supporting her in a role that allows her to utilize her knowledge of both transportation and recruiting,” stated Randy Vaughn, VP of EHS&S. “We anticipate that Mary’s contribution will enhance both the EHS&S Department and the company overall.”



Mary Mears

ANNUAL SBL PLANNING CONFERENCE “BEST EVER”

Once again, Superior Bulk Logistics’ December Planning Conference brought together senior managers and regional vice presidents to review our organization’s current year achievements and set the stage for optimum strategic performance in the coming twelve months.

Held December 5 and 6 at corporate headquarters in Oak Brook, IL, Day One opened with remarks by CEO Len Fletcher, followed by a summary of operating results by VP-Finance Tim McCann, a status review of the 2012 revenue plan and goals by Senior VP & Chief Marketing Officer Gary Watt, a discussion of Superior Carriers capital plans for 2012 by its President Brian Nowak, a review of Carry Transit capital plans by Carry President Jim Blackmon, and sales customer updates. Other senior managers followed with reviews of 2012 quality objectives, ISO 9000-2008 and Responsible Care®, human resources and benefits, management information services, and operations in Mexico. Day Two’s agenda covered the EHS&S safety program, accident experience and insurance losses, a CSA plaintiff defense, accounts receivable and billing, and major objectives and issues from the Carry Transit Division as well as Superior’s four operating regions.

Following the Planning Conference, a sales meeting also was held for the Company’s sales and pricing personnel. We were pleased to again host at both meetings senior management representatives of our Mexican partners, Transpormex and LIT.

“While it is always good to get our folks together, this year’s planning conference was special -- according to many, the best one they had ever attended,” stated Fletcher. “Everyone was upbeat, felt positive about their accomplishments in 2011, and was ready to get started on a new year. We have a good plan for the coming year to move our organization forward.”

Fletcher recognized the three retiring members of the group, and thanked Shari Regnier for her planning and coordination of the conference.

Aurora Terminal Braves Hurricane Irene



Aurora Terminal Manager Larry Oetter

How do you operate a truck terminal after a major hurricane and never miss a load? Ask Larry Oetter, Superior Carriers Terminal Manager in Aurora, NC, who together with his dedicated team accomplished this incredible feat for Potash Corporation of Saskatchewan (PCS) during one of the most destructive storms ever to hit their corner of the world.

Though weather reports on Hurricane Irene had been in the news for days, it wasn't until the morning of Friday, August 26th, that Oetter knew this major hurricane would pass directly over Aurora that night. With little time to lose, he and his staff got to work.

"We made sure all the tractors and trailers were secure, the personnel were safe and accounted for, and the terminal was boarded up properly," Oetter recalled. "Knowing we would lose power, I pre-printed all travel orders and assigned trailers to loads, adding drivers as they were available, though they were instructed to take care of their families first."

"As long as I had a signal on my cell phone, I could remain in touch with PCS dispatch in Northbrook, IL, with the Fernald, OH PCS plant, and of course with the Aurora PCS plant. If we got loaded out of Aurora to deliver, we would send the units to the Fernald plant to reload for delivery instead of coming back to Aurora, which was not accessible. The terminal yard became one big lake. I was up to my knees in water inside the terminal building. Friday night my wife and I moved into the terminal. Since this building is constructed to withstand a 150-mph windstorm, this was the safest place to be. To find shelter elsewhere you would have had to travel 200 miles."

Come Saturday, Oetter took up temporary residence in -- appropriately enough -- his boat. "We brought our own boat to the terminal, which my wife Carolyn and I stayed in for several days. One of the drivers hooked up an inverter so we could plug in our water cooler which gives hot and cold water. After four days, the Salvation Army had food for area residents. Carolyn spent several days cleaning the terminal offices when the water receded. Tank washer Clarence Toler took care of the trailers that returned for top loading. Mechanic Joseph Huffman had the difficult task of removing all the water from the trailer hubs. Terminal clerk Charlotte Jones managed all the paperwork that came through for scanning and billing.

"It was this kind of teamwork that made the difference," Oetter commented. "You might think that it all starts with the terminal manager. That's not true. My great staff, mechanics, tank washers and drivers deserve most of the credit since what they say and do make us who we are. All of our jobs are important. I know that if I am honest in my requests of my people, they will go the extra mile. That is what makes us a team."

Although the storm was reported as a Category 1, it delivered destruction on par with a Category 4 or 5. Oetter and his family, who live on the Pamlico River next to the PCS Chemical employee grounds, suffered considerable personal losses. For more than 24 hours, 10-to-20-foot waves pounded the shoreline adjacent to his home. Oetter's main house literally disappeared, as well as another residence with a bedroom, bath and kitchen. Three vehicles, a pier, a boat lift and boathouse all were destroyed.

Other terminal employees also sustained significant loss of personal property. Before it was over, Hurricane Irene would cause 56 deaths and \$10 to \$15 billion in damage in the U.S. alone, with landfalls in North Carolina, Connecticut, New Jersey and New York.

Superior Bulk Logistics extends its heartfelt thanks to those men and women who made great sacrifices on behalf of our company during those difficult times. To be sure, their efforts did not go unrecognized outside of our company. In September, Jack Jensen, Supervisor -- Planning & Logistics for Potash Corporation, wrote: "We just wanted to let you know that PCS cannot thank [Terminal Manager] Larry Oetter and his team in Aurora, NC enough for the tremendous job they did in seeing that our loads were covered amongst all of the personal and professional stress that was placed on them in the aftermath of Hurricane Irene. PCS did not miss one scheduled load thanks to their efforts . . . We are fortunate to have such dedicated people within your Superior Carriers family handling our business."

Superior Participates in Convoy for Special Olympics

On October 1, Superior Carriers along with more than 70 trucks from all over the U. S. and Canada participated in the World's Largest Truck Convoy for Special Olympics. The Illinois convoy started at the First Midwest Bank Amphitheatre in Tinley Park, IL, and was escorted by law enforcement nearly 20 miles before returning to Tinley Park for the post-event celebration. The convoy raised more than \$45,000 for Special Olympics Illinois. We thank Markham terminal driver Megan Sollis for volunteering her time to such a worthwhile cause.



Markham terminal driver Megan Sollis looks forward to participating again next year in the World's Largest Truck Convoy for Special Olympics.

Holiday Greetings!

Is it the end of the year already? Where did it go? As I ask myself this question, I hear more and more of you saying the same thing.

It is true that 2011 will soon be completely in the books, and I am glad to say Superior Bulk Logistics has finished another good year. Because of your dedication to serving our customers, your safe operating performance and your "can do" attitude, we continued to improve our standing in the transportation industry. It is only when all members of an organization pull in the same direction that we are able to advance like we did this year. My thanks to each and every one of you for all you have done.

I wish you and your loved ones nothing but the happiest holiday season. Please be safe in your travels. May God continue to bless you and Superior Bulk Logistics.

*Len F. Fletcher
President & CEO*



711 Jorie Boulevard, Suite 101 North
Oak Brook, IL 60523
630-573-2555